

## **Historic, Archive Document**

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# African Violets Are Easy To Grow the Virdans Way



**AFRICAN VIOLETS** like a friable soil, rich in organic matter, lots of humidity in the air around them and little or no direct sunlight. Contrary to the belief of many growers, they show no preference for north windows or south windows, but do well in any window if not in direct sunlight. It likes warmth and will not blossom if the temperature drops below 65 degrees.

Many people lose their valuable plants because they water them too often. Crown rot is a fungus which attacks the crown of the plant and is stimulated by overwatering. Water your plants by setting them in a bowl of water. When the soil at the top of the pot feels wet, take the plant out of the water and do not water again until the soil feels dry. Always water the plants in the morning.

Violets grow well in any kind of pot. We do not use any stones in the bottom of the pots. When transplanting or placing plants received from Virdans Farms (we do not ship in pots) set the plant well down in the soil so that the crown of the plant is just a little below the top of the soil. Pack the soil around the roots firm, but not too tight. For small plants use a 2 1/4 inch pot. For larger plants use a 3 inch pot. If your plants are in too big a pot the roots will develop at the expense of the leaves and blossoms. The 4 inch wik-fed pots which we sell and recommend for African Violets, are not too large for the 3 inch pot-size plants we ship. They are much too large for the smaller plants.

There are many insect pests that attack African Violets, and we have found the one insecticide which will control them all. We include this insecticide and a package of Soilene in our First Aid Kit. It is better to spray your plants with this insecticide once every two or three weeks than to wait for the insects to attack them. The insects won't come near a plant if you follow this preventive program. Virdans' First Aid Kit for African Violets costs only \$3.00, and it is insurance against the loss of valuable plants.

Now we come to HUMIDITY. If you have an African Violet planted in Virdans' Magic Soil, and fed with Virdans' Plant Tonic, and it does not bloom all the time, the reason is bound to be lack of humidity. If you can't increase the moisture in the air of the room where you have the plants, try this way of giving them the humidity they must have to bloom freely.

Plants that refuse to blossom -- or those which develop buds, only to have them drop off -- usually can be brought quickly into bloom this simple way.

The next time the plant needs watering, set the pot in a large bowl and then pour hot, steaming water into the bowl. Pour in enough water to bring it half way up to the top of the pot. Let the pot set there until the soil in the pot is wet through. Then lift the pot out. Set a small bowl in the center of the big bowl. The small bowl must be high enough to keep the water out of it. Set the plant in the small bowl. The plant is now on a dry "island" and completely surrounded by water. The soil will gradually dry out, but the water around it will provide the plant with the humidity it needs to blossom freely. When the water has evaporated fill the big bowl with steaming water again . . . BUT KEEP THE

**SMALL BOWL DRY.** Let the soil get thoroughly dry before setting the plant in the water again. Over-watering is apt to bring on Root Rot.

Feed the plant regularly with Virdans' Plant Tonic . . . and your violets will repay you with an abundance of flowers.

## DIRECTIONS FOR REPOTTING VIOLETS

1. Water plant a day ahead.
2. Have ready, pots and dirt. Young plants require 2 1/4-inch pots and then as they grow, 3-inch pots and so on, adding inch each transplanting. Older and larger plants - larger pots.
3. Turn plant out of pot and gently loosen soil ball so that each crown can be torn or cut from the others with an ample supply of roots. Do this carefully to avoid breaking too many leaves. All broken leaves can be used in propagating new plants.
4. Violets prefer a rather loose and moist soil so do not pack too firmly. Avoid burying the crown; but set it well down into the soil.
5. Water thoroughly from bottom, using Virdans Plant Tonic as directed. Do not fertilize again for 2 weeks.

## PROPAGATING LEAVES:

1. Water - Drop leaf into a small glass of water and leave until roots form. Then pot in Virdans Soil. This water should be boiled before using to prevent damping off. To hold leaf up out of water, cover top of glass with wax paper and hold in place with a rubber band around glass. Punch holes in top and slip leaf stem into water.
2. Plant leaves with stems covered on-half inch or more in pot or tin can with drainage holes. Use sand, peat moss mixed with sand, sphagnum moss kept damp or this African Violet Soil. Do not overwater, just slightly damp for the first couple weeks, then water when needed.

If a leaf is accidentally broken without any stem, root it the same way.

## VIRDANS MAGIC SOIL for African Violets

We prepare this soil for our own use -- and our plants love it! It's a scientific blend of organic materials -- sun-cured and sterilized with Soilene. Your plants will quickly respond to this soil and repay you with more and large blossoms

**2 pounds, Postpaid \$1.25**

**5 pounds, Postpaid \$2.25**

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3 inch pot size - in bloom

*Double Sea Girls - a new double, sea  
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*Rosemarie - very lovely ..... 3.50*  
*Snow Girl - pure white blossom, fancy leaf 3.50*  
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foliage ..... 3.50*  
*Pink Girl - brand new pink ..... 3.50*

## **Girls**

Lavender Girl ..... 2.50  
Red Girl ..... 2.50  
Sailor Girl (delicate light blue) ..... 2.50  
Purple Girl ..... 2.50

## **Doubles**

Double Neptune ..... 3.50  
Double Dutchess ..... 2.50  
Fischers Doubles  
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## **Red Varieties**

Red King ..... 3.50  
Red Head ..... 2.50  
Red Head Supreme ..... 3.50  
Sunrise ..... 2.50

## **Orchid Varieties**

Orchid Neptune ..... 3.00  
Orchid Wonder ..... 3.00

*Snow Prince - pure white blossoms ..... \$3.50*  
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perfect double flowers ..... 3.50*  
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old Red Head - improved foliage ..... 3.50*  
*Gorgeous Bronze Bi-color - deep reddish  
two-tone blossom - bronze type leaves 3.50*

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Dupont Blue ..... 2.50  
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Ruffles ..... 3.00  
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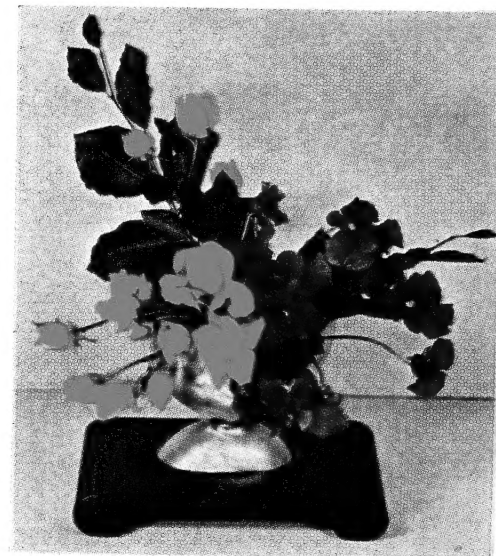
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*African Violets, Flower Arranging,  
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Here for amateur or specialist is a complete guide to the successful cultivation of one of the most colorful and striking of all flowering plants. Covers tuberous begonias by types; propagation by seed or vegetatively; culture outdoors or as house plants; dormant tubers; pests and diseases; lath houses. Clearly detailed text and 63 line drawings guide you to greater enjoyment with tuberous begonias. **\$2.75**

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Don't deny yourself the delights of gardening under glass! It's amazingly easy when guided by this expert's clear advice on Location, Construction, Heating, Ventilating, Automatic Watering, Pest Control. Tells how to: start vegetables and seedlings ahead of season; grow orchids, roses, snapdragons, chrysanthemums, hundreds more. Color plate, 60 illustrations. **\$4.00**

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A remarkably rewarding *When To* book by the *New York Times* Garden Editor explaining all the big and little chores and the *Right Time* to do them for best results with Seed Sowing, Bulb Planting, Shrub and Tree Pruning, Vegetable Harvesting, Dusting, and Spraying, Resetting Perennials, Repotting House Plants. Helpfully illustrated. **\$2.50**

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No other group offers as much colorful bloom for so long a growing period as Annuals. And no other book shows you how to get so much year-round beauty and such showy masses of color out of a few packets of seed! Includes: flowers for cutting—annual vines—window box magic—winter bouquets—pest control—new varieties—plus a calendar of chores to save you hours of toil, yet yield brilliant results! Color plate, drawings, and 15 photographs. **\$2.75**

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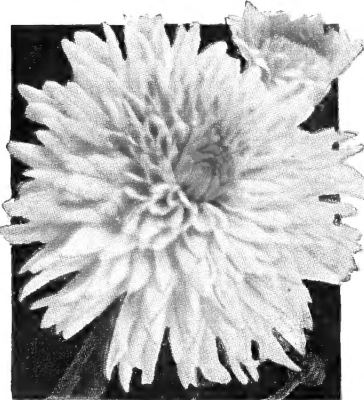
## 17. MAGIC IN HERBS

By Leonie de Sounin

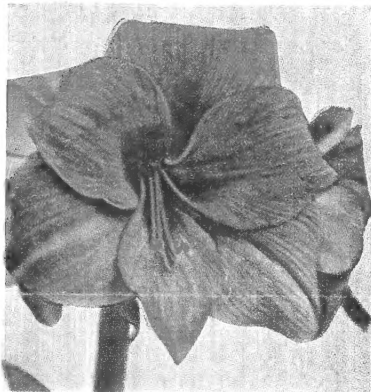
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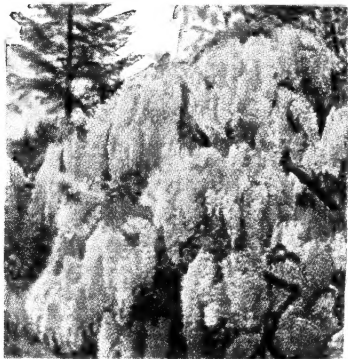
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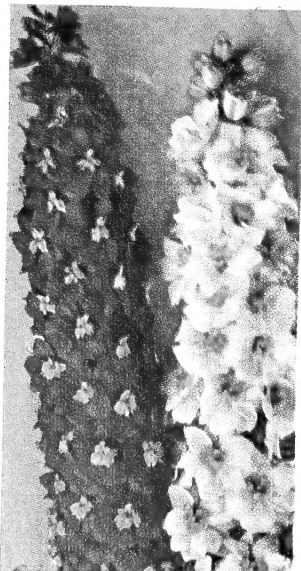
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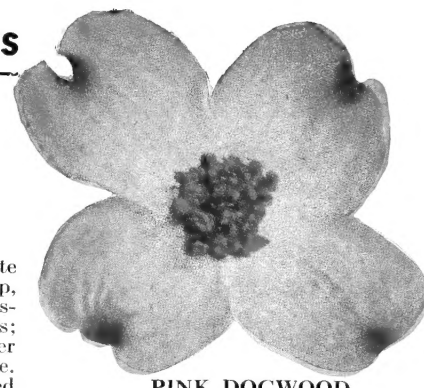
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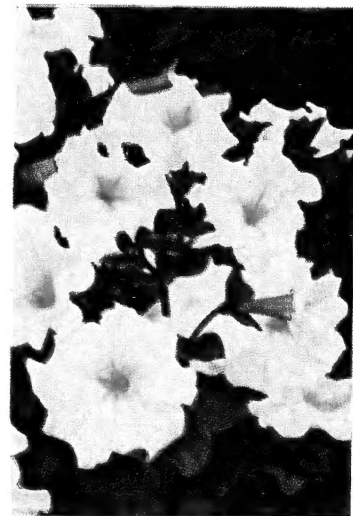
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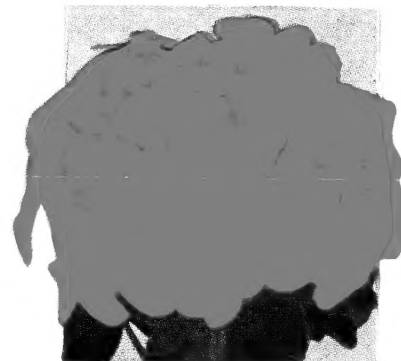
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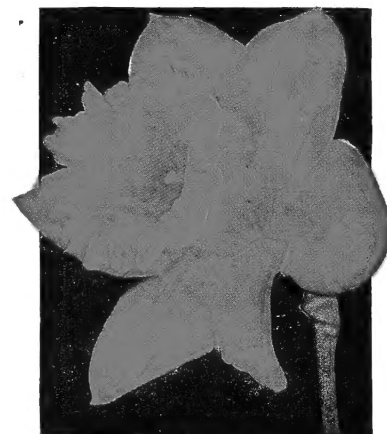
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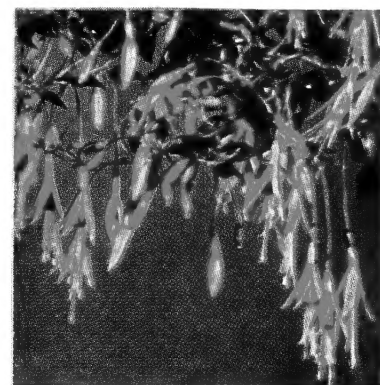
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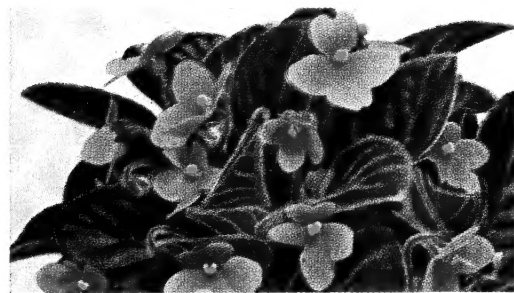


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The first book on "the darling of the window-garden enthusiast and the joy of the florist." Tells how to keep America's No. 1 house plant blooming. Covers Location, Watering, Soil, Pest Control, Propagation, Hybridization. Lists 228 varieties. Describes 59, including Blue Chard, Starlight, Ruffles, Variegated duPont Lavender Pink, Hanging-Basket Orchid Beauty, Kewensis, Blue Bird. 31 full pages of illustrations. A new color charting. **\$2.75**

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SUPREME DOUBLE NEPTUNE —  
Deep Blue — Perfect Double Flower

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GORGEOUS BRONZE BICOLOR

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**\$3.50 each Postpaid**

**Any two plants \$6.00**

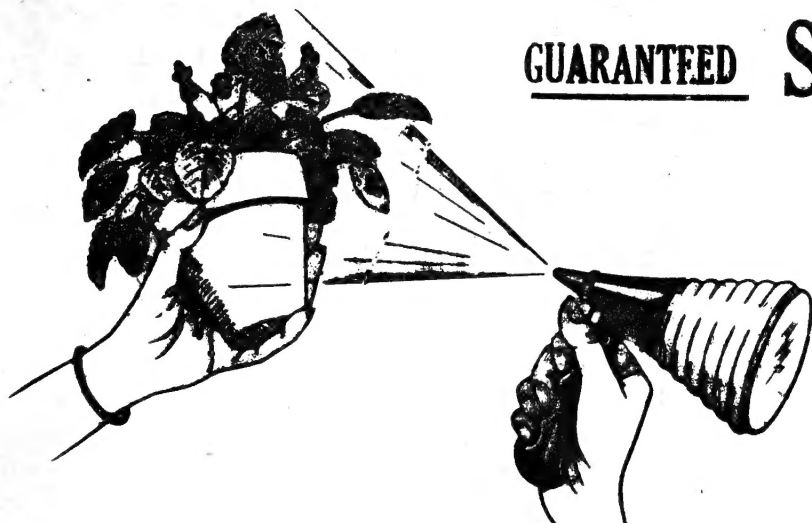
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You need no longer worry about what to do when your African Violets are attacked by such pests as aphids, leaf hoppers, thrips, mealybugs, plant lice, red spiders, cyclamen and African Violet mites. With this new First Aid Kit and the complete instructions that come with it, you can start treatment at the first sign of infection — you can save plants that you would otherwise have lost. And saving just one of your valuable plants will more than pay the small cost of the kit. One kit will last for months, give your plants real protection. Refills available when you need them.

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## *An Exciting* **NEW PLANT TONIC**

*Specially Prepared  
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This new Plant Tonic is the result of three years of experiment. Its a high-formula, completely soluble mixture with all the chemical and mineral elements blended in just the right amounts to give African Violets the urge to blossom quickly.

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*for Quick Propagation  
of African Violet Leaves*

A clear plastic, cover-hinged, vented top on a red or green base - molded of heavy Styrene 5½x7½x5 in. high. Fill base with Vermiculite - stick in the leaves - wet with a solution of Virdans Plant Tonic and water - and then forget them for a week or so. Another feeding with Plant Tonic and you'll be surprised to see young plants weeks before you expect them.

**1 Greenhouse  
1 package Vermiculite  
1 package Plant Tonic  
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FLOWER POTS  
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AFRICAN  
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By Helen Van Pelt Wilson

This first book on "the darling of the window-garden enthusiast and the joy of the florist." Tells how to keep America's No. 1 house plant blooming. Covers Location, Watering, Soil, Pest Control, Propagation, Hybridization. Lists 228 varieties. Describes 59, including Blue Chard, Starlight, Ruffles, Variegated du-Pont Lavender Pink, Hanging-Basket Orchid Beauty, Kewensis, Blue Bird. 31 full pages of illustrations. A new color charting.

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*Plastic Pots for 2 plants \$1.50 each*

**African Violet Humidity Bowls**

Read about the Humidity Bowls on page one—how quickly it brings African Violets into bloom. We offer colorful Plastic Bowls in green, yellow and red — one large bowl, one small bowl. A real decoration for your table and guaranteed to make Violets bloom!

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